

**UTAH OFFICE OF TOURISM  
BOARD MEETING AGENDA**  
Tuesday, October 9, 2018 – 11:00 am – 12:00 pm  
Salt Palace Convention Center – Room 257  
100 S Temple  
Salt Lake City, UT 84101

1. Welcome & Introductions: Lance Syrett, Chair - (11:00 am)
2. Approval of Minutes - (11:20 am)
3. Managing Director Report: Vicki Varela - (11:25 am)
4. Marketing Committee Report: Dave Williams and Jay Kinghorn (11:35 am)
  - Monthly Dashboard
  - Approve Urban Marketing Components
  - Creative Update
5. New Business/Public Comment - (11:50 am)

**Meeting adjourned – The next board meeting will be held November 9, 2018 in Davis County.**

**UTAH OFFICE OF TOURISM GOALS**

1. Create Global Brand
2. Strengthen partnerships with industry
3. Improve customer experience
4. Engage Utah leaders and citizens in our success
5. Use film as a billboard for our state